

The Daily Movie Magazine



Movie Beauty Contest

Facts in Nutshell THE Betzwood Film Co. wants to find three girls of a fresh, attractive type for their series of

"Toonerville Trolley" comedies. We have agreed to find these girls through a contest. To enter simply send your photograph addressed to "Movie Beauty Contest." EVENING PUBLIC LEDGER, Sixth and Chestnut streets.

The winners will be employed first in minor parts at \$40 a week. The best of the three will then be given the leading part in the next film at \$100 a week. The other two, if they show sufficient talent, will be further trained with a view to filling the leading part later.

The jury to decide the winners consists of two famous artists-Leopold Seyffert, portrait painter, 1730 Chestnut street, and Miss Harriet Sartain, principal, School of Design for Women, and three noted photographers - William Shewell Ellis, 1612 Chestnut street; Elias Goldensky, 1705 Chestnut street, and Theodore T. Marceau. 1609 Chestnut street. The contest will close at noon Saturday, June 18.

TODAY'S HONOR ROLL IN MOVIE BEAUTY CONTEST



Dolly Blitz

Another Philadelphian

Three new productions have been com-

1622 N. MARSHALL ST.

Movie Contest Winners Will Be Filmed for "Screen Snap Shots"

Will Be Put on Same Reel With Famous Stars and Thus Come to Attention of Biggest Movie Directors in the Business

EAME is certainly coming in bunches to you girls who win this Movie Beauty Contest. Now you're going to be photographed by a movie camera schile you are working on a set before another movie camera, and this film of a film, so to speak, is to be shown all over the country together with some of the favorite screen stars-maybe even Mary and Doug-and even the divine Wally: You've all seen the ticice a month feature in the movies that they call Screen

Suap Shots. It shows all of the stars at home, behind the scenes, doing intimate "slunts" -in other words, just as they are in their own personal selves, instead of all made up and being directed in the studios.

THE other day we had a talk with Ben Amsterdam and W. R. Greene, who represent the Masterpiece Film Attractions in this city. The Masterpiece firm is one of the largest in the the screen's greatest celebrities, and we fully replicate their pieces, and we fully replicate their pieces.

directors who are doing the big MASTERPIECE FILM ATTRACthings in New York and California.

It wouldn't do much good simply to send "still" photographs to these men. Refore they become interested in an embryo star they want to see how she photographs in a studio with the artificial lights and the searching eye of the movie camera turned on her every

VESTERDAY we received a letter I from the Masterpiece officials agreeing to carry out their part of the plan. The letter reads: Movie Beauty Contest EVENING PUBLIC LEDGER.

we will have pictures of them made ally very simple. showing just how they are coached in their new work. This film will be incorporated in the current issue of Federated Screen Snap Shots, which has a wide circulation throughout the country.

A branding fron, such as is used by cowboys to put their 'trade-mark' on the hips or the shoulders of their cattle. Was playing opposite the idea of Pennsylvania, Pittsburgh's fairest daughter. Katherine MacDonald, that they have hollow stamp of a Bar-O. This was filled with grease paint.

daily newspaper and has proven to be one of the most interesting short features on the market during the past year. The film showing the young ladies at the Betzwood Studio will be placed on the same reel which shows the placed on the same reel which shows the greatest stars of the day at home, at

we couldn't get them to tielp advertise our winners nationally so as to bring our winners nationally so as to bring you of our utmost co-operation, we are pressed against it.

Trusting that we may be at your let the smoke into the room just at the provided price of the branding of the

WOMAN IS BRANDED! HERE'S HOW IT IS DONE IN FILMS

a motion picture by the Goldwyn Co. Among the many thrilling scenes was

A branding iron, such as is used by only when news reached them that he imitations are.

try.

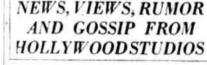
Federated Screen Snap Shots enjoys

filled with grease paint.

Besides the branding iron, all that

the same position in the motion-picture was needed was a blower and a little theatre as the movie page does in the smoke.

THIS MAKES YOU GRIT YOUR TEETH WHEN YOU SEE IT



By CONSTANCE PALMER Hollywood, Cal., May 28, 1921. THIS was an eventful morning.

1 met Rex Ingram ; saw Rudolph Valentino die to the tune of Massenet's erojection.

Two methods are used by directors mood of the close-up being taken.

iron from the flesh the audience sees the cruel job. But, dear Hortense, the lady just wore a little grease paint on her Cahuenga Pass faster than fifteen miles arm for the rest of the afternoon. And an hour—a lot faster. Then the M. arm for the rest of the afternoon. And an hour—a lot faster. Then the M. she was indeed very happy that the of the L. gave her three additional cards scene was realistically done. for not having her driver's Reense in er pocket, having glaring headlights, and because the front bumper obscured he license plate.

The gallant officer struck ten matches her pocket, having glaring headlights. the license plate

Katherine Newlin Burt, who spends her summers on a Wyoming ranch, knew of just such an incident and embedded it in her thrilling novel. "The Branding Iron." which was made into a motion picture by the Goldwyn Co. Among the range of the good-looking young Irishman startled his cronies by announcing that he was off to join the movie colony in New York. While admitting that he might be "off" the crowd wished him antiou picture by the Goldwyn Co. Among the range of the good-looking young Irishman to a year—in the flesh.

A year's not so long, depending on the experiences of a beautiful young so-box you look at it, but Gareth has been reduced to marvelous speaking voice has deepened and he is less eccentric in his manner is success.

Studio lext all.

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EVENING Public Ledger.

Sirs—Confirming our conversation of yesterday with reference to Screen Snap Shots aiding in putting over the Movie Beauty Contest, we will be willing to give you the following co-operation:

At the time the young ladies commence working at the Betzwood Studio, we will have pictures of them made.

Among the many thrilling scenes was one showing the actual branding operation.

The method used to reproduce the been to get an admission from the Philadelphia crowd that he had "arrived."

After playing leads with Petrova.

Elsie Ferguson and other stars, they called him a "lucky kid," but it was membering of old how strenuous his institutions are.

The method used to reproduce the been to get an admission from the Philadelphia crowd that he had "arrived."

After playing leads with Petrova.

Elsie Ferguson and other stars, they called him a "lucky kid," but it was one showing the actual branding operation.

He was dressed in the raggediest of hamping of hangman's rope knotted about his waist. He said he'd give his tailor's name. When I declined, he said all right, he'd do an imitation of the leap-called him a "lucky kid," but it was one showing the actual branding operation.

All the while Ed's one desire had been to get an admission from the length of hangman's rope knotted about his waist. He said he'd give his tailor's name. When I declined, he said all right, he'd do an imitation of the leap-called him a "lucky kid," but it was only one of the waist. He was dressed in the raggediest of the white Ed's one desire had been to get an admission from the leap-called him a "lucky kid," but it was of hangman's rope knotted about his waist. He said he'd give his tailor's name. When I declined, he said all right, he'd do an imitation of the leap-called him a "lucky kid," but it was only one of the was dressed in the raggediest of the was dressed in the ra hangman's rope knotted about his Wade and William Badger. After all, he's not changed much.

TARION FAIRFAX is still working Man her production of "Lying Lips" in which are, among others, Margery

Daw, Pat O'Malley and Miss Fairfax's husband, Tully Marshall.

They have just built them a beauti-ful house, next door to Mr. and Mrs. Charles Eyton. Mrs. Eyton is Kath leen Williams on the screen, and Mr Eyton is manager for Famous Players-

Right across the street lives Theodore Roberts, who, by the way, is just get-ting over an illness, which, though not actually serious, has kept him bedridden for some time. Not far away lives Olga Printzlau William de Mille's pet scenario wrifer Isn't that an interesting neighborhood?

And a little further up the road live

Jim Cruze and his wife, who was Mar-guerite Snow. Beyond them Noah Beery, some little Beerys, Mrs. Beery, and a Beery bulldog abide. Richard Bennett is going back to the stage, his first love. He came out here under contract with Famous Players-Lasky to spend four months learning to direct, but he feels that in order to do

the pictures to which he aspires, as well as his high ideals will allow him, he must have longer.

While Mr. Bennett's leaving the

While Mr. Bennett's leaving the stage would be a severe loss, his complete the major of which we are in great need. He expects to go in July.

But he has not deserted us entirely, if I understand it rightly. During the time he is rehearsing his new playsone of them is "The Hero" which has already been tried out, with Grant Mitchell—he is going to keep on studying us in the Famous Players' New York studio, and expects to come back next June, heeled for the fray.

The continuity for Goldwyn's photoplay of New York's East Side prepared from Anzia Yezierska's volume of short stories, "Hungry Hearts," which has literary circles, that he are completed at the Culver City studios and been sent to the New York offices. The continuity was prepared by Julian Josephson with the advice and assistance of the author, who spent several weeks at the studio for that purpose.

Miss Yezierska recently returned to New York to fulfill her magazine continuity of Toolman Production "PASSIONATE PILGRIM"

**PASSIONATE PILGRIM"

COSMOPOLITAN PRODUCTION "PASSIONATE PILGRIM"

**PASSIONATE PILGRIM"

EMPRESS MAIN ST. MANAYUNK DOUGLAS MacLEAN in "CHICKENS"

FAIRMOUNT 26th & Girard Ave. MATINEE DAILY Several weeks at the studio for that Several

A Treat for Lip-Readers

All the members of the cast for Rex Ingram's forthcoming Metro production. "The Conquering Power," have become French students for the purpose of this picture. Since the scenes for this adap-French students for the purpose of this picture. Since the scenes for this adaptation of the Balzac story are laid in France, Mr. Ingram insists that the titles be spoken in that tongue. Hence the scramble for volumes of "First Lessons in French." Fortunately, Alice Terry and Rudolph Valentino, who are playing the leading roles in the picture, already could make themselves undersided in the picture, already could make the picture, already could make themselves undersided in the picture, already could make the picture, already could make the picture, already could make themselves undersided for the production of the photopiay in all the picture.

Hence the production of the photopiay in the picture, in that the production will be made, for the most takes place in "THE MISPIT WIPPI."

FRANKFORD

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In "THE MISPIT WIPPI

EIGHT-HOUR DAY REQUIRED TO SEE **UNCUT PICTURE**

THE average motion picture, in it Trough form, is six miles long or about thirty-five reels, according to statistics compiled in the cutting de-partment at the Lasky eastern studio. would take a generous eight-hour day for a person to view one of the pictures before it is edited and cut. One of the biggest problems a director has is to eliminate and co-ordinate scenes until he picture is down to the regulation

Many pictures run longer than thirty five reels and some less. For instance. "Sentimental Tommy," John S. Rob-ertson's production of Barrie's story, was fifty reels in its uncut form and Thomas Meighan's latest picture, 'The Con-quest of Canaan,' was seventy-four thousand feet before R. William Neill. the director, began pruning it. The reason for the exceeding length of these pictures was the number of outdoor scenes. Whenever a director "shoots" exteriors he always make more "takes to insure getting the best posible light

The modern motion picture director usually takes three "shoots" of each scene in the picture, which means filming 1200 scenes for a scenario that calls for 400 scenes, the average length of the continuity for a five-reel picture. To those who know little of motion picture making this seems like a needess waste, but it is done to insure a perfect picture.

A FTER a picture is completed the di-A rector begins an orgy of viewing motion picture which would delight the movie fan, but which to a director probably the hardest work that he does probably the hardest work that he does. From all this footage he selects the best "takes." After this is done the picture usually is cut to twelve reels. Then the director begins trimming off the rough edges from the scenes selected, which brings the picture closer the prescribed length of about 5000 feet. Again the process of cutting is indulged in, the suspense scenes running longer than the establishing scenes. than the establishing scenes.

Atmosphere scenes, inserted to direct

the mood of the audience, are cut to mere fiashes, while the dramatic scenes of the picture are prolonged. After the balancing of the various scenes is finished and the titles inserted you have the completed motion picture ready for exhibition to the public.

The process of cutting a picture takes

from one to three weeks, depending, of course, on the length of the rough film. All this, however, is necessary to in-sure a smooth and clear picture for

couldn't have been less than that.) and listened to Alice Terry listen to "Sweetheart" while she got into the freely." It is the latter group that freely." It is the latter group that have the hardest job of cutting.

ing of the picture, and many of the per plexing problems of direction come afte Poor Edith Roberts was stopped by the camera is tucked away in a cabi net and the actors have gone on their a minion of the law when rolling down merry way, with only the film remain

Anita Stewart Vacationing

best. It will give to the three girls who win the assurance that their photographic and histrionic possibilities will be brought to the attention of the powers that be as well as the millions of movie fans who crowd the theatres all over the country.

Whith an enterprising writer for the motion pictures discovered that the assurance that their photographic and histrionic possibilities will be brought to the attention of the powers that be as well as the millions of movie fans who crowd the theatres all over the country.

Whith an enterprising writer for the motion pictures discovered that the evening would release, and like its two predecessors. "Playthings of Destiny" and "The Intention of the powers that the estimated that the evening would not be estimated that the evening would reactive that the extended by Edwin her merrily on home with a warning would, in a fit of jealousy, brand the movie fans who crowd the theatres all over the highly polished car to light country and "The Intention of Destiny" and "The Intention of the estimated that the evening would not be es

The supporting cast includes McGrail, Arthur Edmund success.

All the while Ed's one desire had been to get an admission from the clothes I ever saw, with a chic length ton. Ernest Butterworth, Margaret Mc-

First Script Finished



The continuity for Goldwyn's photo

New York to fulfill her magazine con-tracts and left the completion of the

56TH ST. THEATRE—Below Spruce MATINEE DAILY

"SHOOTING" HONOR ROLL GIRLS FOR "TRAILER"



honor roll girls who went out to Betzwood last week to make what the movie people call a "trailer." In the background is the famous old Tooner-ville Trolley being put in commission for the new series of comedies.

On the extreme left is Betty Bovee, leading woman in nine of the old series and the first two of the new. Next to her is Madelaine Starhill, then Theresa Sweeney, Gladys Ware, Carolyn Edbert Priscilla perfectly food fellow, but whom thee nervous girls regarded as more or less of an executioner on that day

WHAT YOUR

FAVORITE FILM

STARS ARE DOING

TERE are the Movie Beauty contest | On the extreme left is Betty Bovee,

Standing by his lonesome, bossing

Star Wants a Wife

Mary Anderson, who has signed for series of comedy dramas with Spencer Productions, Inc., will be directed by Scott Dunlap, until now with Fox.

Carol Dempster is with Mr. and Mrs. Albert Grey in Paris and will return to this country the last of June.

complished screen villains, has signed a contract to play the role of Jacques in "The Two Orphans," the D. W. Griffith production now in process of construction. After six weeks' search for a suitable player for the role, every one in the Griffith organization heaved a sigh of relief when Mr. Lewis wrote his name on the dotted line. To enable him to accept Mr. Griffith's offer it was necessary for Mr. Lewis to cancel his booking over the Keith vaudeville circuit, where he has been appearing in vaudeville with his wife, Virginia

Martha Mansfield, who is playing F Sweetheart while sne got into the close-up being taken.

The picture is "The Conquering ferent interpretations so that when the ferent interpretations so that when the specific same open to the specif piece firm is one of the largest in the business and "releases" the films of many of the most prominent independent entry. The object of our talk was to see if The object of our talk was to see if Trusting that we may be at your the same and the same recording the same recording

nessed her performance last week were

captivated by the ease and ability she displayed in pertraying an exacting role



RICHARD DIX

RICHARD DIX SAYS HE WANTS A WIFE WITH PERSONALITY

DIRECT from Culver City comes the momentous news that Richard Dig. Goldwyn's newest leading man. is locking for a wife. He doesn't require that she be tall and blond, or small and brunette—no, nothing so specific at that. He has no particular type in mind—but there's one thing she must have, and that is personality. Of course, if personality is combined with beauty and cleverness, so much the better and cleverness, so much the better-

As to Richard's own qualification, his age is twenty-five, his height air feet, his eyes and hair are dark, he features regular; in fact, he is generally considered handsome. Further, he has a brand new two-year contract with Goldwyn, and a brilliant future is predicted for him by the critics who saw his first picture in Los Angeles recently.

All of which is recorded merely a

a matter of news, and not as official announcement that Richard is ready to receive applications from all over the country, with photographs inclosed. "It simply happens," he says, "that I haven't met the right girl yet-but I

Mrs. Gish in Hospital

The friends of Lillian and Dorothy The friends of Lillian and Dorotay Gish will be sorry to hear of the serious illness of their mother, who is suffering from heart trouble and a nervcus breakdown. Mrs. Gish has been taken to a hospital, and last night was resulting more comfortably.

PHOTOPLAYS

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The following theatres obtain their pictures through the STANLEY Company of America, which is a guarantee of early showing of the finest productions. Ask for the theatre in your locality obtaining pictures through the Stanley Company of America.

Alhambra Mat. Daily - 2. Even., 6:45 4 5 GRANT 4022 GIRARD AVE. MATINEE DAILY PEARL WHITE ALMA RUBENS In "BEYOND PRICE"

in "GHOSTS OF YESTERDAY"

APOLLO 52D & THOMPSON STS.

MATINEE DAILY

DOROTHY PHILLIPS In "MAN-WOMAN-MARRIAGE ARCADIA CHESTNUT Bel. 16TH 10 A. M. to 11:15 P. M. "SENTIMENTAL TOMMY"

ASTOR FRANKLIN & GIRARD AVE. THOMAS MEIGHAN

in "THE EASY ROAD" BALTIMORE 51ST & BALTIMORE "LYING LIPS"

BENN 64TH AND WOODLAND AVE "LYING LIPS"

BLUEBIRD Broad & Susquehanna "THE CALL OF YOUTH" BROADWAY Broad & Snyder Ave.

Broad St. Casino Broad bel, Erle Av. DOUGLAS MacLEAN

THOMAS MEIGHAN

CAPITOL 722 MARKET ST. **ELAINE HAMMERSTEIN** COLONIAL Gtn. & Maplewood Aves. "THE FAITH HEALER"

DARBY THEATRE

FAMILY THEATRE—1311 Market St.
BUSTER REATON IN
"THE SAPHEAD"

in "HUMORESQUE"

ALLEGHENY Mar. Dawy 2:15 Eves. at 8 GREAT NORTHERN Broad St. at Eric NORMA TALMADGE ALICE BRADY ALICE BRADY

> IMPERIAL GOTH & WALNUT STS. CLARA KIMBALL YOUNG in "STRAIGHT FROM PARIS" Lehigh Palace Germantown Ave. and Lehigh Avenue

CONWAY TEARLE in "THE ROAD TO AMBITION LIBERTY BROAD & COLUMBIA AV.

"WHAT'S WORTH WHILE" OVERBROOK 63D & HAVERFORD

KATHERINE MacDONALD in "CURTAIN" PALACE 1214 MARKET STREET

THOMAS MEIGHAN in "THE CITY OF SILENT MEN" PRINCESS 1018 MARKET STREET
8:30 A. M. to 11/15 P. M. Jane Novak and Monroe Salisbury

in "THE BARBARIAN"

REGENT MARKET ST. Below 17TH SYDNEY CHAPLIN in "KING, QUEEN AND JOKER" RIALTO GERMANTOWN AVENUE

MADGE KENNEDY in "DOLLARS AND SENSE" RUBY MARKET ST. BELOW 7TH "STAR ROVER"

SAVOY 1211 MARKET ST. CONSTANCE TALMADGE in "GOOD REFERENCES SHERWOOD 54th & Baltimore Av.

MILTON SILLS in "THE FAITH HEALER"

STANLEY MARKET AT 19TH "DECEPTION"

STANTON MARKET Above 16TH LIONEL BARRYMORE in "THE DEVIL'S GARDEN" 333 MARKET STREET THEATRE

MAE MURRAY in "THE GILDED LILY" VICTORIA MARKET ST. ab. 9TH

"THE WAKEFIELD CASE"

WM. PENN 41st & Lancaster Ave Vandeville and Pictures ELAINE HAMMERSTEIN m "POOR, DEAR MARGARET KIRBY"

AT WEST CHESTER

The NIXON-NIRDLINGER N THEATRES

AVENUE 25th St. and Allegheny AM MATTINEE DALLY ETHEL CLAYTON in "THE PRICE OF POSSESSION BELMONT 52D ABOVE MARKET 1:30 and 3-6:30 to 11

BEBE DANIELS In "SHE COULDN'T HELP IT" CEDAR 60TH & CEDAR AVENUE

VERA GORDON

In "THE GREATEST LOVE" COLISEUM Market bet. 59th & 600 1:30 and 3, 6:30 to 11 ANNA Q. NILSSON In "WHAT WOMEN WILL DO"

JUMBO FRONT ST. & GIRARD ATL ALL STAR CAST "UNCLE TOM'S CABIN"

LEADER 41ST & LANCASTER AVA **BEN TURPIN** In "A SMALL TOWN IDOL"

LOCUST 52D AND LOCUST STREETS MAIS. 1:30. 8:30. Evgs. 6:30 to B ALL START CAST in "WHEN DAWN CAME" CEN ST. NIXON 52D AND MARKET STS.

A CENTURY COMEDY "PALS" RIVOLI 52D AND SANSOM STS.

MATTINEE DAILY
ALMA RUBENS IN

"THOUGHTLESS WOMEN" STRAND GERMANTOWN AVE. MILTON SILLS

In "THE FAITH HEALER" AT OTHER THEATRES MEMBERS OF M.P.T.O.A.

AURORA 2182 Germantown AVA JACK HOLT

Germantown ASIO Germantowa AT "THE BRANDING IRON"

JEFFERSON SATINEE DAILY

JEAN PAIGE

DOUGLAS FAIRBANKS in "THE NUT" PARK RIDGE AVE. 4 DAUPHIN St.

in "BLACK BEAUTY" SPRUCE SOTH AND SPRUCE

